

Father's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	\$0.9 BILLION	58%
CLOTHING	\$3.7 BILLION	55%
SPECIAL OUTING	\$4.8 BILLION	53%
GIFT CARDS	\$3.0 BILLION	50%
PERSONAL CARE	\$1.8 BILLION	33%
ELECTRONICS	\$2.6 BILLION	26%
TOOLS/APPLIANCES	\$1.5 BILLION	25%

OVERALL FATHER'S DAY SPENDING



76%

Of people plan to celebrate Father's Day in the U.S.



27%

Are planning to give the gift of experience in 2024.



\$199.38

Average expected spending on Father's Day, up from \$189.01 in 2024.



\$24 BILLION

Planned spending on Father's Day in 2025, up from \$22.4 billion in 2024.



58,522

The number of single dads with children in 2023.



242

Golf courses located in Missouri, employing 6,179 with an average weekly wage of \$518.



1,464

The number of children adopted in the state of Missouri in 2024.



356

Hardware Retailers located in Missouri, employing 3,303 with an average weekly wage of \$687.